

IMAGINARY ECOLNET EVENT

On November 14th *imaginary* organized an interactive event to disseminate the ECOLNET project and the suite of e-tools for evaluation at the Centro Ippico Ambrosiano.

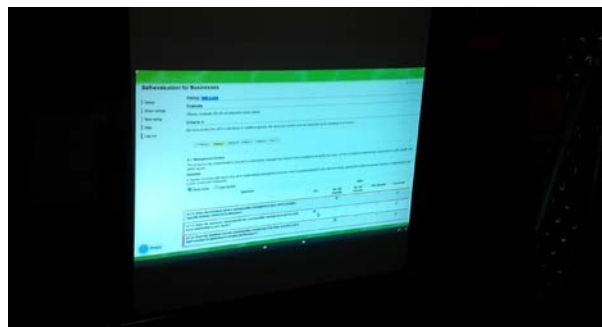
The event was mainly based on interaction. Marinella Scarico, a blogger and a freelance professional working on ecotourism, was invited to introduce the topic, speaking about what ecotourism is and explaining the state of the art in Italy. Her slides can be seen at this link <http://www.slideshare.net/mscarico/ecoturismo-28256041>.

Then Lucia Pannese, CEO of *imaginary*, gave an overview on the project and Luca Rioli, ECOLNET project manager within *imaginary*, presented the suite of the three e-evaluation tools developed by *imaginary*: http://prezi.com/pl-5m9ryd7-/ecolnet-e-evaluation-tools/?utm_campaign=share&utm_medium=copy.

Discussions about how to use technology in the ecotourism sector were encouraged. Positive feedbacks and interesting suggestions were collected at the end of the event.

A discussion about evaluation of structures highlighted the fact that only a very simple and short list of items (about 10) is accepted and can be suggested and that even like this, many operators and providers who call themselves "ecotouristic" do not comply with some of these. There is a clear need for creating awareness and for training. One of the biggest difficulties seems to be to find these operators and providers of services. The web helps, but it does by far not reach the potential.

12 people participated to the workshop: among those students and professionals.



These are **some Tweets** coming from the 'Live Tweeting' of the event:



Some articles were published to promote the event in the web:

- <http://marinellascarico.wordpress.com/2013/11/07/imaginary-e-il-progetto-ecolnet-presentano-lincontro-ecovalorizzare-il-turismo/>
- <http://www.assodigitale.it/2013/11/08/imaginary-e-il-progetto-ecolnet-presentano-lincontro-ecovalorizzare-il-turismo/>
- <http://www.informazione.it/c/EA19198C-E2DE-4085-92E8-533B0360BBB3/imaginary-e-il-progetto-ECOLNET-presentano-lincontro-Ecovalorizzare-il-Turismo>
- <http://www.wherevent.com/detail/imaginary-ECOvalorizzare-il-TURISMO>
- <http://androidnotizie.altervista.org/blog/imaginary-e-il-progetto-ecolnet-presentano-lincontro-ecovalorizzare-il-turismo/>

The event was promoted also via the imaginary mailing list and through Facebook (<https://www.facebook.com/events/229833910514400/>); a press release and an invitation were prepared as well (see attachments).

Invitation:



imaginary e il progetto **ECOLNET** presentano

ecovalorizzare il turismo

14 novembre 2013 ore 18:00 c/o Centro Ippico Ambrosiano
via San Dionigi, 121 - Milano

Una discussione interattiva sulle tecnologie per la promozione dell'ecoturismo
con la partecipazione di *Marinella Scarico* di *Green Geek/Ecoturismonline*

R.S.V.P. raffaella.amoroso@i-maginary.it

 European Ecotourism Network

 **i-maginary**
www.i-maginary.it

 Centro Ippico Ambrosiano
www.ciambrosiano.org

